

Marketing (BBA or BS)

The following information is a general overview of the program for students in catalogs **Fall 24 and earlier**. Speak with your advisor if you are unsure of your catalog. Reviewing this sheet is NOT a replacement for advising meetings which are recommended twice per year; **students are NOT encouraged to self-advise**. Requirements and course offerings may change for students not yet admitted or declared. The BBA degree also has a **fully online option**. The BS degree requires an additional six hours of advanced math. Note for **Second Bachelor's** Students: FLENT, Gen Ed, and *some* electives are not required.

Important Academic Policies

Please visit www.business.fau.edu/academicpolicies. It is especially important for prospective business majors to be aware of:

- **Limitation on Repeated Courses**
(max two attempts per course)
- **Limitation on Number of Withdrawals**
- **Deadlines to Declare a Major**

Requirements for All FAU Bachelor's Degree Programs

Requirement	Description
Free electives to reach minimum 120 credits	Verify with your advisor how many free electives (if any) you need to graduate
Foreign Language Admission Requirement (FLENT)	Two passing years of the same high school foreign language or accepted equivalent
Civic Literacy (entering FL SUS or SCS Fa18 or later)	www.fau.edu/ugstudies and click " Civic Literacy "

General Education (Gen Ed) Requirements

The pre-business foundation courses and Civic Literacy satisfy many Gen Eds (formerly known as IFP), but the following additional coursework is required. Students with an AA (Associate of Arts) degree from a regionally accredited Florida Public Institution are deemed to have met the Gen Ed Requirement. To view the Gen Ed checklist, visit www.fau.edu/uas/curriculum and scroll down to "Business."

Category	Required Credits	Notes
Natural Science	6 credits	One course must include a lab
Humanities	6 credits	Choose one Writing Across the Curriculum (WAC) course
Additional Enrichment	3 credits*	*If exempt from Civic Literacy credits, take 6 cr Add'l Enrichment

Pre-Business Foundation Courses (2.5 GPA Required in the Courses Below; Minimum Grade "C")

Course Title	Prefix and Number	Pre-requisites (Minimum Grade of "C")
College Writing I	ENC1101	
College Writing II	ENC1102	ENC1101
Accounting I (Financial)	ACG2021	
Accounting II (Managerial)	ACG2071	ACG2021
Macroeconomics	ECO2013	
Microeconomics	ECO2023	
Methods of Calculus	MAC2233	MAC1105 or ALEKS score 45
Introductory Statistics	STA2023	
Information Systems Fundamentals	ISM2000	

Requirements to Declare the Major and Timely Graduation

To declare Marketing (MKTG), students must have satisfied FLENT, satisfied Civic Literacy, and achieved a minimum 2.5 GPA in the Pre-Bus Foundation. For timely graduation, students should plan courses in consultation with an academic advisor, create a balance between taking business core and major courses each semester, and prioritize major courses as they are not offered every term.

Business Core Courses (Minimum Grade "C")

Course or Requirement Title	Prefix and Number	Pre-requisites (Minimum Grade "C")
Management of Organizations	MAN3025	60 cr (54 cr w/ approval; 45 cr w/ approval if pbus/gen ed complete)
Principles of Marketing	MAR3023	30 credits
Financial Management	FIN3403	60 cr (54 cr w/advisor approval); ACG2021 & ACG2071
Business Law 1	BUL4421	60 credits
Choose ONE economics course: Money and Financial Markets Intermediate Microeconomics Intermediate Macroeconomics	Choose ONE : ECO4223 ECO3101 ECO3203	ECO2013 & ECO2023 ECO2013 & ECO2023 ECO2013 & ECO2023
Choose ONE International Perspective from ECS3013, ECO3703*, ECO4704, ECO4713, FIN4604, MAN3600, MAR4156 , or ACG3131. Pre-reqs vary.		
Management Information Systems	ISM3011	30 credits; ISM2000
Bus. Communication: Crit. Analysis & App.	GEB3213	Declared in major; 60 credits
Introduction to Business Analytics**	ISM3116**	Declared in major
Operations Management	MAN3506	Declared in major; MAN3025
Global Strategy and Policy	MAN4720	Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, GEB3213, and MAN3506

*ECO3703 can never be used for an Economics major | **Students in catalog year Su25 or earlier who have already taken QMB3600 will not need ISM3116.

Marketing Major Courses (Minimum Grade "C") Fall 24 Catalog and Earlier

Course or Requirement Title	Prefix & Number	Pre-requisites (Minimum Grade "C")
Choose FOUR Upper Division Marketing (MAR) Electives:		
<p>MAR electives are any 3000 or 4000 level courses with the "MAR" prefix not used anywhere else in your program. This means that neither MAR3023 from the core nor MAR4803 count as one of the four. Not all MAR courses are offered every term, so the best way to find MAR electives is to type "MAR" in the "Subject" field on the Searchable Schedule to see what is offered.</p> <p>Some examples of MAR electives are:</p>		
Healthcare Marketing	MAR4712	60 credits; MAR3023
Introduction to Social Media Marketing	MAR4724	60 credits; MAR3023
Introduction to Influencer Marketing	MAR4725	MAR3023
Artificial Intelligence (AI) in Marketing	MAR4741	60 credits; MAR3023
Principles of Advertising	MAR3326	Declared in major
International Marketing	MAR4156*	Declared in major; 60 credits; MAR3023
Retail Management	MAR4231	Declared in major; MAR3023
Merchandising Management	MAR4232	Declared in major; MAR3023; MAR4613
Promotional Management	MAR4323	Declared in major; MAR3023
RI: Adv Adver: Research, Persuasion & Creativity	MAR4334	Declared in major; MAR3326 and STA2023
Personal Selling	MAR4400	Declared in major; 60 credits
Sales and Sales Management	MAR4403	Declared in major; MAR3023
Strategies in Business Markets	MAR4453	Declared in major; MAR3023
Consumer Behavior	MAR4503	Declared in major; MAR3023
RI: Marketing Research and Consumer Analytics	MAR4613	Declared in major; MAR3023 and STA2023
Business Analytics Mktg & Customer Relationship Mgmt	MAR4615	Declared in major; MAR3023
Digital Marketing	MAR4721	Declared in major; MAR3023 and ISM3011
Artificial Intelligence in Marketing	MAR4731	Declared in major; MAR3023
Sports Marketing	MAR4711	Declared in major; MAR3023 (or alternate per catalog)
Services Marketing	MAR4830	Declared in major; MAR3023
Entrepreneurial Marketing	MAR4765	Declared in major; 90 credits; MAR3023
Marketing and Product/Service Innovation	MAR4836	Declared in major; 60 credits; MAR3023
Marketing Strategy Case Competition	MAR4933	Declared in major; 60 credits; instructor approval
Special Topics (subject matter varies)	MAR4933	Declared in major; may require instructor approval
General Marketing Internship	MAR4946	Declared in major; 90 credits; MAR3023; instructor approval
Marketing Study Abroad	MAR4957	Department approval
Marketing Strategy Required for ALL Marketing Majors	MAR4803	Declared in major; 90 credits; MAN3025, MAR3023, FIN3403, QMB3600, & MAR4613* *The MAR4613 can be waived by an advisor for students in the Fa24 catalog or earlier

Upper Division Business Elective (UDE): Minimum One Course Required

Requirement	Suggested Option: Internship
All business core majors must complete 51 credits (17 courses) of upper division business coursework. MKTG requires 16 courses in the core and the major; the 17 th course is an elective chosen by the student. Choose ONE UDE (any 3000 or 4000 level business course not already taken in the core or major). *Students who take MAR4156 to count in both the core and the major would choose TWO UDEs.	Students interested in an internship as their Business Elective may schedule an appointment with the College of Business Career Development and Internship Coordinator.

About Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing graduates find careers in a variety of industries including consumer companies, healthcare, nonprofits, and manufacturing across a diverse range of career paths in areas such as digital marketing, brand management, advertising, marketing research, business analytics, sales and sales management, and hospitality management.

Additional Information and Resources

College of Business Student Academic Services

Academic Advising Services and Appointment Information: www.business.fau.edu/advising | COBAdvising@fau.edu

Career Development Advising Services and Appointment Information: www.business.fau.edu/careers | businessinterns@fau.edu

Assistance with Appointment Scheduling: Boca: 561-297-3688 | Davie: 954-236-1290

Marketing Department: www.business.fau.edu/marketing | **Graduate Programs:** www.business.fau.edu/masters